

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-12 (canceled)

Claim 13 (currently amended):

A method of directed advertising over the Internet, comprising:
applying a first database of information at a web site,
applying a second database having a multiplicity of attributes which are
unique to a given individual, applying a third database of a plurality of
advertising messages that are transmittable over the Internet,
linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on
their identity,
selecting a message based on the culled attributes,
transmitting the selected message to the individual consumer over the
Internet, and
transferring the information to the individual consumer over the Internet.

Claim 14 (currently amended):

A method of directed advertising over the Internet as claimed in claim 13
further comprising:

- (i) selecting an additional advertising message based on the culled
attributes,
- (ii) transmitting the additional advertising message to the
individual~~consumer~~ over the Internet,
- (iii) transferring additional information to the individual~~consumer~~ over the
Internet, and
- (iv) repeating steps (i)-(iii).

Claim 15 (previously presented):

A method of directed advertising over the Internet as claimed in claim 14,
wherein each additional advertising message differs from advertising
message previously transmitted.

Claim 16 (currently amended):

A method of making offers over the Internet, comprising:
creating a first database of information at a web site,
creating a second database of demographic information having a
multiplicity of attributes for each of a plurality of individuals, each
individually having an identity,
creating a third database of a plurality of advertising messages that are
transmittable over the Internet,
the third database further including a vendor link for contacting over the
~~internet~~Internet a vendor sponsoring the advertising message,

linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on
their identity,
selecting an advertising message based on the culled attributes,
transmitting the selected message to the individual~~consumer~~ over the
Internet,
transferring the information to the individual~~consumer~~ over the Internet,
transmitting the vendor link over the Internet, and
connecting the individual~~consumer~~ to the vendor when the
individual~~consumer~~ activates the vendor link.

Claim 17 (currently amended):

A apparatus for directed advertising over the Internet, comprising:
means for applying a first database of information at a web site,
means for applying a second database having a multiplicity of attributes
which are unique to a given individual,
means for applying a third database of a plurality of advertising messages
that are transmittable over the Internet,
means for linking the first, second and third databases to the web site,
means for receiving a visit to the web site over the Internet from an
individual,
means for determining the identity of the individual in the second

database,
means for culling attributes for the individual from the second database
based on their identity,
means for selecting a message based on the culled attributes,
means for transmitting the selected message to the individual~~consumer~~
over the Internet, and
means for transferring the information to the individual~~consumer~~ over the
Internet.

Claim 18 (currently amended):

An apparatus for directed advertising over the Internet as claimed in claim
17,

further comprising:

- (i) means for selecting an additional advertising message based on
the culled attributes,
- (ii) means for transmitting the additional advertising message to the
individual~~consumer~~ over the Internet,
- (iii) means for transferring additional information to the
individual~~consumer~~ over the Internet, and
- (iv) means for repeating steps (i)-(iii).

Claim 19 (previously presented):

An apparatus for directed advertising over the Internet as claimed in claim
18, wherein each additional advertising message differs from advertising
message previously transmitted.

Claim 20 (currently amended):

An apparatus for making offers over the Internet, comprising:
means for creating a first database of information at a web site,
means for creating a second database of demographic information having
a multiplicity of attributes for each of a plurality of individuals, each
individually having an identity,
means for creating a third database of a plurality of advertising messages
that are transmittable over the Internet,
means for including in the third database a vendor link for contacting over
the Internet a vendor sponsoring the advertising message,
means for linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
means for determining the identity of the individual in the second
database,
means for culling attributes for the individual from the second database
based on their identity,
means for selecting an advertising message based on the culled
attributes,
means for transmitting the selected message to the individual~~consumer~~
over the Internet,
means for transferring the information to the individual~~consumer~~ over the
Internet,
means for transmitting the vendor link over the Internet, and
means for connecting the individual~~consumer~~ to the vendor when the

individual~~consumer~~ activates
the vendor link.

Claim 21 (currently amended):

An apparatus for making offers over the Internet as claimed in claim 20,
further comprising:

- (i) means for selecting an additional advertising message based on the
culled attributes,
- (ii) means for transmitting the additional advertising messages to the
individual~~consumer~~ over the Internet,
- (iii) means for transferring additional information to the
individual~~consumer~~ over the Internet, and
- (iii) means for repeating steps (i)-(iii).

Claim 22 (previously presented):

An apparatus for making offers over the Internet as claimed in claim 21,
wherein each additional advertising message differs from advertising
message previously transmitted.

Claim 23 (currently amended):

A method of directed advertising over the Internet, comprising:
applying a first database of limited access information at a web site,
applying a second database having a multiplicity of attributes which are
unique to a given individual, applying a third database of a plurality of
advertising messages that are transmittable over the Internet,
linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on
their identity,
selecting a message based on the culled attributes,
transmitting the selected message to the individual~~consumer~~ over the
Internet, and
transferring the limited access information to the individual~~consumer~~ over
the Internet.

Claim 24 (currently amended):

A method of directed advertising over the Internet as claimed in
~~claim 23~~ comprising:

applying a first database of limited access information at a web site,
applying a second database having a multiplicity of attributes which are
unique to a given individual,
applying a third database of a plurality of advertising messages that are
transmittable over the Internet,
linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on
their identity,
selecting a message based on the culled attributes,

transmitting the selected message to the individual over the Internet, and
transferring the limited access information to the individual over the Internet; and

wherein the limited access information comprises student grades.

Claim 25 (currently amended):

A method of directed advertising over the Internet as claimed in claim 23
further comprising:

- (i) selecting an additional advertising message based on the culled
attributes,
- (ii) transmitting the additional advertising message to the
individual consumer over the Internet,
- (iii) transferring additional information to the individual consumer over the
Internet, and
- (iv) repeating steps (i)-(iii).

Claim 26 (currently amended):

An apparatus for making offers over the Internet, comprising:
means for creating a first database of limited access information at a web
site,
means for creating a second database of demographic information having
a multiplicity of attributes for each of a plurality of individuals, each
individually having an identity,
means for creating a third database of a plurality of advertising messages
that are transmittable over the Internet,
means for including in the third database a vendor link for contacting over

the Internet a vendor sponsoring the advertising message,
means for linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
means for determining the identity of the individual in the second
database,
means for culling attributes for the individual from the second database
based on their identity,
means for selecting an advertising message based on the culled
attributes,
means for transmitting the selected message to the individualconsumer
over the Internet,
means for transferring the limited access information to the
individualconsumer over the Internet,
means for transmitting the vendor link over the Internet, and
means for connecting the individualconsumer to the vendor when the
individualconsumer activates the vendor link.

Claim 27 (currently amended):

An apparatus for making offers over the Internet comprising:
means for creating a first database of limited access information at a web
site,
means for creating a second database of demographic information having
a multiplicity of attributes for each of a plurality of individuals, each
individually having an identity,
means for creating a third database of a plurality of advertising messages

that are transmittable over the Internet,
means for including in the third database a vendor link for contacting over
the Internet a vendor sponsoring the advertising message,
means for linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
means for determining the identity of the individual in the second
database,
means for culling attributes for the individual from the second database
based on their identity,
means for selecting an advertising message based on the culled
attributes,
means for transmitting the selected message to the individual over the
Internet,
means for transferring the limited access information to the individual over
the Internet,
means for transmitting the vendor link over the Internet, and
means for connecting the individual to the vendor when the individual
activates the vendor link; and

wherein the limited access information comprises student grades.

Claim 28 (currently amended):

An apparatus for making offers over the Internet as claimed in claim 26,
further comprising:

- (i) means for selecting an additional advertising message based on the
culled attributes,

- (ii) means for transmitting the additional advertising messages to the
individual~~consumer~~ over the Internet,
- (iii) means for transferring additional information to the
individual~~consumer~~ over the Internet, and
- (iii) means for repeating steps (i)-(iii).

Claim 29 (new):

A method of directed advertising over the Internet, comprising:

applying a first limited access database of information provided by an
information originator at a web site,

applying a second database having a multiplicity of known attributes which
are unique to a given individual wherein known attributes are provided
by the information originator,

applying a third database of a plurality of advertising messages that are
transmittable over the Internet,

linking the first, second and third databases to the web site,

receiving a visit to the web site over the Internet from an individual,

determining the identity of the individual in the second database,

culling attributes for the individual from the second database based on the
identity of the individual,

selecting an advertising message based on the culled attributes,

transmitting the selected advertising message to the individual over the
Internet, and

transferring information to the individual over the Internet.

Claim 30 (new):

A method of directed advertising over the Internet as claimed in claim 29
wherein the limited access information comprises student grades.

Claim 31 (new):

A method of making offers over the Internet, comprising:
creating a first limited access database of information provided by an
information originator at a web site,
creating a second database of demographic information having a
multiplicity of known attributes for each of a plurality of individuals,
each individually having an identity wherein known attributes are
provided by the information originator,
creating a third database of a plurality of advertising messages that are
transmittable over the Internet,
the third database further including a vendor link for contacting over the
Internet a vendor sponsoring the advertising message,
linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on
their identity,
selecting an advertising message based on the culled attributes,
transmitting the selected message to the individual over the Internet,
transferring information to the individual over the Internet,

transmitting the vendor link over the Internet, and
connecting the individual to the vendor when the individual activates the
vendor link.

Claim 32 (new):

A method for making offers over the Internet as claimed in claim 31,
wherein the limited access information comprises student grades.

Claim 33 (new):

An apparatus for directed advertising over the Internet, comprising:
means for applying a first limited access database of information provided
by an information originator at a web site,
means for applying a second database having a multiplicity of known
attributes which are unique to a given individual wherein known
attributes are provided by the information originator,
means for applying a third database of a plurality of advertising messages
that are transmittable over the Internet,
means for linking the first, second and third databases to the web site,
means for receiving a visit to the web site over the Internet from an
individual,
means for determining the identity of the individual in the second
database,
means for culling attributes for the individual from the second database
based on their identity,
means for selecting a message based on the culled attributes,

means for transmitting the selected message to the individual over the
Internet, and

means for transferring information to the individual over the Internet.

Claim 34 (new):

An apparatus for making offers over the Internet as claimed in claim 33,
wherein the limited access information comprises student grades.

Claim 35 (new):

An apparatus for making offers over the Internet, comprising:

means for creating a first limited access database of information provided
by an information originator at a web site,

means for creating a second database of demographic information having
a multiplicity of known attributes provided by the information originator
for each of a plurality of individuals, each individual having an identity,

means for creating a third database of a plurality of advertising messages
that are transmittable over the Internet,

means for including in the third database a vendor link for contacting over
the Internet a vendor sponsoring the advertising message,

means for linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,

means for determining the identity of the individual in the second
database,

means for culling attributes for the individual from the second database
based on their identity,

means for selecting an advertising message based on the culled
attributes,
means for transmitting the selected message to the individual over the
Internet,
means for transferring information to the individual over the Internet,
means for transmitting the vendor link over the Internet, and
means for connecting the individual to the vendor when the individual
activates the vendor link.

Claim 36 (new):

An apparatus for making offers over the Internet as claimed in claim 35,
wherein the limited access information comprises student grades.

Claim 37 (new):

A method of directed advertising over the Internet, comprising:
applying a first limited access database of information unique to a given
individual at a web site,
applying a second database having a multiplicity of attributes which are
unique to a given individual,
applying a third database of a plurality of advertising messages that are
transmittable over the Internet,
linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on the

identity of the individual,
selecting an advertising message based on the culled attributes,
transmitting the selected advertising message to the individual over the
Internet, and
transferring information unique to the individual over the Internet.

Claim 38 (new):

A method of directed advertising over the Internet as claimed in claim 37
wherein the limited access information comprises student grades.

Claim 39 (currently amendment):

A method of making offers over the Internet, comprising:
creating a first limited access database of information unique to a given
individual at a web site,
creating a second database of demographic information having a
multiplicity of attributes for each of a plurality of individuals, each
individual having an identity,
creating a third database of a plurality of advertising messages that are
transmittable over the Internet,
the third database further including a vendor link for contacting over the
Internet a vendor sponsoring the advertising message,
linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,
determining the identity of the individual in the second database,
culling attributes for the individual from the second database based on

their identity,
selecting an advertising message based on the culled attributes,
transmitting the selected message to the individual over the Internet,
transferring information unique to the individual over the Internet,
transmitting the vendor link over the Internet, and
connecting the individual to the vendor when the individual activates the
vendor link.

Claim 40 (new):

A method of making offers over the Internet as claimed in claim 39
wherein the limited access information comprises student grades.

Claim 41 (new):

A apparatus for directed advertising over the Internet, comprising:
means for applying a first limited access database of information unique to
a given individual at a web site,
means for applying a second database having a multiplicity of attributes
which are unique to a given individual,
means for applying a third database of a plurality of advertising messages
that are transmittable over the Internet,
means for linking the first, second and third databases to the web site,
means for receiving a visit to the web site over the Internet from an
individual,
means for determining the identity of the individual in the second
database,

means for culling attributes for the individual from the second database
based on their identity,
means for selecting a message based on the culled attributes,
means for transmitting the selected message to the individual over the
Internet, and
means for transferring information unique to the individual over the
Internet.

Claim 42 (new):

An apparatus for directed advertising over the Internet as claimed in claim
41 wherein the limited access information comprises student grades.

Claim 43 (new):

An apparatus for making offers over the Internet, comprising:
means for creating a first limited access database of information unique to
a given individual at a web site,
means for creating a second database of demographic information having
a multiplicity of attributes for each of a plurality of individuals, each
individually having an identity,
means for creating a third database of a plurality of advertising messages
that are transmittable over the Internet,
means for including in the third database a vendor link for contacting over
the Internet a vendor sponsoring the advertising message,
means for linking the first, second and third databases to the web site,
receiving a visit to the web site over the Internet from an individual,

means for determining the identity of the individual in the second
database,
means for culling attributes for the individual from the second database
based on their identity,
means for selecting an advertising message based on the culled
attributes,
means for transmitting the selected message to the individual over the
Internet,
means for transferring information unique to the individual over the
Internet,
means for transmitting the vendor link over the Internet, and
means for connecting the individual to the vendor when the individual
activates the vendor link.

Claim 44 (new):

An apparatus for making offers over the Internet as claimed in claim 43
wherein the limited access information comprises student grades.